## REMARKS

Claims 1-10 remain pending in this application. Claims 1, 5, 6, 8, and 9 are independent. In light of the amendments and remarks contained herein, Applicant respectfully requests reconsideration and withdrawal of the outstanding rejections.

By this Amendment, Applicant has amended claims 1, 5, 6, and 8 to more appropriately recite the present invention. It is respectfully submitted that these amendments are being made without conceding the propriety of the Examiner's rejection, but merely to timely advance prosecution of the present application.

In the outstanding Official Action, the Examiner rejected claims 1-10 under 35 U.S.C. § 102(e) as being anticipated by *Pogue et al.* (USP 6,112,240). Applicant respectfully traverses these rejections.

The disclosure of *Pogue et al.* is directed to a web site client information tracker. The method and apparatus of *Pogue et al.* obtains client information relating to a web page utilizing a tracker tag in the code of the web page for initializing a client information tracking program. The tracking program may be on a client computer that is accessing the web page, or a tracking computer that is remote from the client computer. The tracking program is initiated by a tracker message transmitted from a web browser on a client computer to the tracking program when the tracker tag is read by the web browser (Abstract).

In contrast, the present invention as set forth in claim 1 recites, *inter alia,* an information collection system comprising means for inserting an information collecting instruction script to information of the server of the information provider provided by itself, the information collecting instruction script being configured to work in a

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browser program of the client, and the information server includes means for collecting, said means for collecting including an information collecting program for collecting information from said client and a server program for activating said information collecting program, and said browser program, in accordance with said inserted instruction script, issuing instructions to said server program of said server of said information collector so as to run said information collecting program at said server of said information collector, when said client accesses to the server of said information provider and views information.

As noted above, in contrast with the present invention of claim 1, *Pogue et al.* discloses that a client program of the web site client information tracker is installed on the client computer. However, there is no teaching or suggestion in *Pogue et al.* that is directed to the information collecting instruction script being inserted to information of the server of the information provider. Further, there is no teaching or suggestion in *Pogue et al.* that is directed to the information collecting instruction script being configured to work in a browser program of the client.

Still further, there is no teaching or suggestion in *Pogue et al.* that is directed to means for collecting including an information collecting program for collecting information from the client and a server program for activating the information collecting program and the browser program, in accordance with the inserted instruction script, issuing instructions to the server program of the server of the information collector so as to run the information collecting program at the server of the information collector, when the client accesses the server of the information provider and views information.

As *Pogue et al.* fails to teach or suggest all of the claim elements of claim 1, as amended, Applicant respectfully submits that claim 1 is not anticipated by *Pogue et al.* Applicant respectfully requests the outstanding rejection be withdrawn.

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It is respectfully submitted that claims 2-4 are allowable for the reasons set forth above with regard to claim 1 at least based upon their dependency on claim 1. It is further respectfully submitted that claims 5-6 and 8-9 include elements similar to those discussed above with regard to claim 1, and thus these claims, together with claims dependent thereon, are not anticipated by *Pogue et al.*
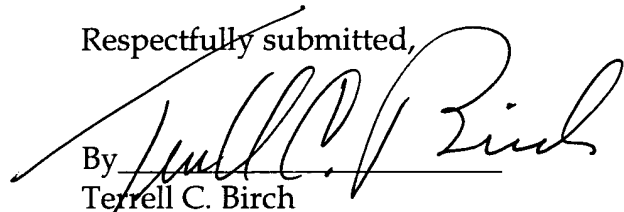
### Conclusion

If the Examiner has any questions concerning this application, the Examiner is requested to contact Catherine M. Voisinet, Reg. No. 52,327 at the telephone number of (703) 205-8000. Facsimile communications may be sent to facsimile number (703) 205-8050.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17; particularly, extension of time fees.

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Respectfully submitted,

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